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NEWS

"Cricket in America" Documentary Released

Thu, May 20, 2010 11:37 AM



In the lead up to the historic New Zealand vs. Sri Lanka T20 series to be played in Florida from May 21 - 23, the USA Cricket Association (USACA), in association with the International Cricket Council (ICC) and 3 Feet High Productions, today released a television documentary titled **Cricket in America**.

The 50-min feature highlights cricket's unique history in the United States, provides an insight into where the game is played in the country, and explores the potential of cricket to take hold in the most competitive sports marketplace in

the world.

The first-ever international sporting event was a game of cricket played in New York City between the USA and Canada in 1844, while there are approximately 15 million cricket fans in the USA.

USACA's Chief Executive Officer Don Lockerbie hopes the release of this documentary, along with international fixtures such as the New Zealand vs. Sri Lanka series, will provide some of the impetus needed to make cricket a serious mainstream sport in the USA over the coming decade.

"The release of this documentary will serve as an international introduction to our "Destination USA" cricket initiative, which kicks off with the upcoming New Zealand vs. Sri Lanka series this weekend," said Mr Lockerbie.

The USA is an Associate Member of the ICC, cricket's global governing body. Commenting on the **Cricket in America** documentary, ICC Chief Executive Haroon Lorgat said, "This documentary highlights the vast potential for the growth of the sport in the USA, and we hope it encourages more people to get involved in cricket from grassroots to elite levels. It also forms part of a wider ICC plan to promote our Great Sport to new audiences around the world."

A three-minute preview of the documentary is now available for viewing on the ICC website [here](#)

To access the full-length documentary, please visit www.nuview.tv/#/special/cricketusa. Here, you can view the entire documentary and broadcasters can download a transmission quality version of the program. This is available in both standard (720x576 FHA) and high-definition (1920x1080p).

For security reasons the broadcast downloads are password protected. Please contact simon.varney@icc-cricket.com for further details. This password is not required to view the program, only to download.

For technical assistance, please contact rob.tucker@threefeethigh.co.uk

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